

KTLA unveils fall schedule

By STEVE SANDERS

Tribune-owned independent KTLA has rolled out a fall schedule beginning Oct. 3 offering "uniqueness in the Los Angeles marketplace" in a mix of counterprogramming, the return of proven successes and a battery of powerhouse first-run movies and specials.

While Channel 5 is keeping such durable shows as "Cheers" at 11 p.m. (now Monday through Saturday), "Taxi," "Magnum P.I.," "Knight Rider," "Silver Spoons," "Punky Brew-

ster" and "Charles in Charge," KTLA is also aggressively attempting to chip away at the competition in the 3-5 p.m. time slot by being the only station in the marketplace to offer situation comedies instead of talk shows and animation.

In that two-hour block Monday through Friday, KTLA will air "What's Happening," "The New Gidget" (relocated from its berth last year in KTLA's checkerboard), "Punky Brewster" (continuing in the checker-

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board on Wednesdays) and "Silver Spoons."

KTLA senior vp and general manager Steve Bell also stated that "Magnum P.I." will go into an "unprecedented third season" in that time slot, which he said has "never happened before for any hour show." The hour before will be comprised of "Knight Rider" repeats. "No one was running hours, and we proved that it could be done successfully," stated Bell, who said "Magnum" was the No. 1 program in the entire Los Angeles marketplace at 6 p.m. last season. Additionally, the detective series will run seven nights a week, with new airings on Saturday and Sunday at 5 p.m.

At 7 p.m., "Charles in Charge" (previously KTLA's most successful checkerboard series) will be stripped weeknights, with a new 7:30 p.m. checkerboard lineup comprised of "Out of This World" (last season part of the NBC checkerboard lineup) on Mondays, "My Secret Identity" (a new action-adventure filmed series) on Tuesdays, "Punky Brewster" on Wednesdays, "Starting From Scratch" on Thursdays and "The New Munsters" wrapping it up on Friday.

"We showed weakness from 7-8 p.m. in the past," conceded Bell, "but we think we have now solved that weakness." Bell stated also that another new first-run sitcom, "Learning the Ropes" (which will air on Sunday mornings at 9 a.m.), is "waiting in the wings" for a checkerboard berth should any of the five chosen series fail.

The heated race for supremacy in the 8 p.m. movie wars will undoubtedly charge up even more next season as the station airs films seven nights a week, pulling out all the stops with such recent broadcast world premiere titles as

"Peggy Sue Got Married," "Wise Guys," "Weird Science," "The Money Pit," "Brighton Beach Memoirs," "Nothing in Common," "Brazil," "Psycho III" and "Legal Eagles," among others.

After the one-hour KTLA newscast from 10-11 p.m., "Cheers" at 11 p.m. — with Ted Danson-Kirstie Alley episodes new in syndication to be aired — will be followed by "Taxi."

Two new first-run programs, "Monsters" and "The New Twilight Zone," will air on Friday nights from midnight to 1 a.m., with "Zone" repeating on Sunday evenings at 11 p.m. and "Monsters" having an encore on Saturdays at 10 a.m.

"Lifestyles of the Rich and Famous" returns Saturday nights at 11:30 p.m., followed the next hour by Robin Leach's "Runaway." Also returning is "At the Movies," airing Sundays at midnight.

A second season of "T and T" airs Saturdays at 9:30 a.m., with the new dance countdown series "The Latin Connection" premiering at 11 a.m.

KTLA has also picked up the five-hour Tribune Geraldo Rivera-hosted special "On Trial: Lee Harvey Oswald," to air Nov. 22-23, a six-hour off-network NBC miniseries "Kennedy" to air in three installments, and two LBS specials. The first, "UFO Cover-Up ... Live," will air Oct. 14. The second, "Manhunt ... Live," will be hosted by Patrick Duffy and will be broadcast on Dec. 7.

The station on Nov. 27 will present the 57th annual Hollywood Christmas Parade, as well as fourth-quarter specials "Faerie Tale Theatre" (the broadcast premiere), "The Mother-Daughter Beauty Pageant" and a repeat of "Crimes of Violence," a KTLA-produced special entering national syndication. Returning for a fourth season on KTLA will be Los Angeles Clipper basketball telecasts.